



Season's  
Greetings

# Export News

December 2003

## St. Louis Export Assistance Center

U.S. Department of Commerce  
U.S. Commercial Service

8235 Forsyth Blvd. Suite 520  
St. Louis, MO 63105

Tel: 314-425-3302  
Fax: 314-425-3381

**Editor:**  
[Jennifer.gasparich@mail.doc.gov](mailto:Jennifer.gasparich@mail.doc.gov)

**Website:**  
<http://buyusa.gov/midamerica>

**Director:**  
Randall LaBounty

**Staff**  
International Trade Specialists:  
Kristi Wiggins  
Diana Poli  
Margaret Gottlieb  
Lesley Quigley  
Cory Simek

Trade Reference Assistant:  
Jennifer Gasparich

**EXPORT NEWS** is the monthly newsletter of the U.S. Commercial Service, U.S. Dept. of Commerce Mid America offices. It is distributed by email. To correct, add or delete an address, send complete contact information to the email address or fax # above. We hope that you've enjoyed this edition of our newsletter. Please note that any mention of non-government sources does not constitute endorsement.

## St. Louis Awarded "Office of the Year"

The U.S. Commercial Service selected the St. Louis, MO and San Jose, CA U.S. Export Assistance Centers as its "Offices of the Year" for 2003. "The U.S. Commercial Service has 112 offices across the USA, so this recognition is a great honor and distinction we are very proud to receive," said Randall LaBounty, director of the St. Louis network, following the official announcement. The annual award is given to recognize outstanding performance in meeting annual goals and excellence in service to exporters during the period October 2002 through September 30, 2003. Bruce Blakeman, Deputy Assistant Secretary for the U.S. Commercial Service, announced the selection and presented the award certificate to the St. Louis USEAC staff last month.

- [St. Louis Named Office of the Year](#)
- [US Export Assistance Center Welcomes New International Trade Specialist](#)
- [E-exporting](#)
- [Changes to Shippers Export Declaration](#)
- [New Program Aids Exporters Interested in the Eastern Mediterranean Region](#)
- [New Zealand Implements International Security Fee](#)
- [EU Competition Rules May Affect Distribution Agreements](#)
- [International Standards Update](#)
- [Cargo Security Initiative](#)

## St. Louis Export Assistance Center Welcomes New Trade Specialist

Cory Simek joins the St. Louis office as an International Trade Specialist. Mr. Simek was previously posted in the Regional Office of the Department of Commerce and has now joined the staff of the US Export Assistance Center.

## Going On-Line – E-Exporting

The November issue of "Export America" magazine has an excellent article on E-Exporting. Among the subjects covered in the article are:

- Using E-Commerce for International Business
- Marketing on the web
- Codes Of Conduct And Business Practices For The On-Line Exporter

To view the article in its entirety, please visit:  
[http://www.export.gov/exportamerica/InternetMarketing/im\\_eexporting\\_1103.html](http://www.export.gov/exportamerica/InternetMarketing/im_eexporting_1103.html)

## Revised Shippers' Export Declaration (SED) New Form Required Starting January 18<sup>th</sup>, 2004 FOR PAPER FILERS ONLY

Beginning October 18<sup>th</sup> the Census Bureau requires each freight forwarder's Employer Identification Number (EIN) to appear on the SED. This requirement applies to filers who are not required to file through AES (Automated Export System) and who choose to file a paper SED rather than filing voluntarily through AES. The implementation date of this rule was October 18, 2003.

As a result U.S. Customs and Border Protection (CBP) now requires SED paper filers in the export community to use a new SED form. The new SED (Form 7525-V, dated 7-18-2003) is available to the trade at [www.census.gov/foreign-trade/regulations/forms/new-7505v.pdf](http://www.census.gov/foreign-trade/regulations/forms/new-7505v.pdf).

To facilitate the transition to a new U.S. Census Bureau (Census Bureau) form, all U. S Customs and Border Protection (CBP) ports will accept both old and new versions of the SED through January 17, 2004. Starting on January 18, 2004, only the new Form 7525-V Shippers Export Declaration will be accepted by CBP. Any previous versions of the SED tendered on or after January 18, 2004, will be rejected and the exporter will be advised of their failure to submit an SED.

### **New Program Aids Exporters Interested in the Eastern Mediterranean Region (Access Eastern Mediterranean Program)**

Access to the Eastern Mediterranean (AEM) market just became easier! The Commercial Service in **Egypt, Israel, Jordan, Lebanon, Turkey and West Bank/Gaza** created a new one-stop marketing service for companies to explore market opportunities without traveling to the region.

**The AEM FY'04 program targets 5 carefully chosen industry sectors** (based on potential in these markets):

- [Environmental Technologies Services and Equipment](#) (March 2004)
- [ACE Services and Building & Construction Equipment](#) (April 2004)
- [Energy](#) (oil & gas, electrical power equipment) (May 2004)
- [Medical Equipment & Healthcare Services](#) (June 2004)
- [Information and Communications Technologies](#) (June 2004)

If you are interested in learning more about this program please visit the Access Eastern Mediterranean Program website at <http://www.buyusa.gov/easternmed/>.

### **New Zealand To Implement International Trade Security Fee by: Janet Coulthart 11/16/2003**

As a small nation reliant on international trade, New Zealand and its Government recognize that it must reassure its trading partners that it is a safe and secure country with which to do business. New Zealand has a strong economic interest in maintaining a good relationship with the United States.

As a result of higher security standards being required by the United States (which EU countries are likely to follow), effective from July 2004, New Zealand Customs will begin charging a fee to importers and exporters to help recover the costs of enhanced security equipment and technologies at its ports. The cost of upgrading security is estimated at NZ\$20 million per annum. To recover these costs, a security fee will be implemented for exporters. For NZ importers, this will take the form of an increase to the existing import transaction fee. The security fee is expected to be manageable for traders, but may prove more harmful to New Zealand exporters whose sales are battered by a strong New

Zealand dollar. We encourage U.S. exporters with sales to New Zealand to discuss this new fee with their distributors as an opportunity to review pricing and competitive position in the market.

At the same time, the recent trend in exchange rates provides another reason to discuss marketing strategy and resources with New Zealand distributors. Through 2003 the rise of the New Zealand dollar against the U.S. dollar has increased the relative price competitiveness of imports from the United States. For the month ending October 2003, the New Zealand dollar averaged 60 U.S. cents.

The United States is one of New Zealand's most important trading partners. After Australia, the United States is consistently New Zealand's second most significant export market and for the nine months ending September 2003, was New Zealand's third most significant source of imports, slipping behind Japan. However, U.S. exporters should remain aware of third country competitors in New Zealand, and note that the New Zealand dollar has also strengthened against the currencies of other major trading partners such as Japan. The relatively favorable exchange rates offer a platform from which to mount more aggressive marketing to establish market share. The U.S. Commercial Service - New Zealand is prepared to assist such efforts.

### **EU Competition Rules May Affect Distribution Agreements Edited from a Report by by: Todd Hansen 11/21/2003**

The U.S. Commercial Service in Europe has prepared a report which offers an overview of EU Competition Rules that may affect agreements between U.S. exporters and their EU distributors. U.S. exporters that are seeking distributors in the European Union should be aware of certain EU rules that may limit the restrictions that can legally be included in an agreement. The report provides information on special provisions that pertain to small and medium size enterprises, as well as a list of Internet links for gathering more information.

---

*...certain EU rules that may limit the restrictions that can legally be included in a distributor agreement.*

---

U.S. companies interested in expanding their business in Europe should be aware of certain EU regulations concerning distribution agreements. Analogous to antitrust laws in the United States, EU competition rules, which apply to both goods and services circulating in countries within the European Union, prohibit certain practices concerning vertical restrictions. Companies are required to make a proactive assessment of the compatibility of their agreements with the regulations.

For further information please click [here](#) for the International Marketing Insight Report on this topic.

### **International Standards and Testing: Non-Tariff Barrier?**

Standards and testing are key components to our international competitiveness. Sometimes, however, foreign standards and testing requirements effectively keep US products out of foreign markets. With this issue in mind, Secretary of Commerce Don Evans created an initiative to monitor foreign standards and testing while at the same time aiming to increase US competition in the global marketplace.

In September of this year, Secretary Evans announced the creation of a new position in the International Trade Administration. Ms. Heidi Hijikata was appointed as Standards Liaison for the International Trade Administration. The ITA Standards Liaison will serve as focal point for standards within ITA and ensure that industry's priorities on standards are promoted through the Commerce Department's international policies and programs. Ms. Hijikata will work closely with the Office of the United States Trade Representative (USTR) and other U.S. government agencies to address these priorities in U.S. trade agreements. She will also work with NIST's Standards Services Division to strengthen coordination on technical and policy issues affecting industry and its international competitiveness.

To help monitor standards issues in Latin America, the US Commercial Service has appointed a "standards specialist" in both Mexico and Brazil. These specialists are in a position to assist exporters with standards questions.

If you need assistance with Mexican standards and related issues, please contact:

Louis Santamaria -Commercial Officer / Standards Attaché  
for Mexico, Central America, Caribbean  
U.S. Commercial Service - Mexico City  
Liverpool 31, Col. Juarez  
06600 Mexico, D.F., Mexico

Phone: 52-55-5140-2603 ext.2627  
Fax: 52-55-5566-1111

E-mail: [louis.santamaria@mail.doc.gov](mailto:louis.santamaria@mail.doc.gov)  
Website: [www.buyusa.gov/mexico](http://www.buyusa.gov/mexico)

If you need assistance with Brazilian standards and related issues, please contact:

Avi Braganca  
Regional Standards Office for South America  
United States Embassy Brasilia  
Phone: 55-61-312-7340 Fax: 55-61-312-7656  
E-mail: [avi.braganca@mail.doc.gov](mailto:avi.braganca@mail.doc.gov)

\*For more information on International Standards and Testing please contact our office at 314-425-3302.

### **U.S. DEPARTMENT OF HOMELAND SECURITY Office of the Press Secretary November 20, 2003**

#### **Department of Homeland Security Announces Cargo Security Initiative**

Washington, D.C. – The Department of Homeland Security today released final rules, which will allow U.S. Customs and Border Protection (CBP) to collect cargo information necessary to identify high-risk shipments, which could threaten the safety and security of the United States. The final rules for cargo security address the timeline of presentation for electronic advance manifest information.

"We need to take advantage of every opportunity to make our country safe from terrorists and terrorist weapons," said Homeland Security Secretary Tom Ridge. "Advance information is a cornerstone in our efforts to secure our nation's borders and ensure the flow of trade. The security measures resulting from these rules are necessary to achieve these twin goals."

U.S. Customs and Border Protection will process advance cargo information into an automated targeting system linked to various law enforcement and commercial databases. This initial step will enable CBP to efficiently identify shipments that pose a potential risk. Previously most non-maritime inbound shipments entered into the U.S. without being screened by an automated targeting system. As a result, most

cargo shipments could not be assessed for risk prior to arrival. The Trade Act provides the Department of Homeland Security with the authority to eliminate antiquated, paper-driven processes for cargo crossing our borders.

"When we are able to obtain better information prior to a shipment's arrival, we will be able to do a more effective job in combating terrorism," said Asa Hutchinson, Under Secretary for Border and Transportation Security. "These rules will do just that." "This takes us beyond the maritime 24-Hour Rule to incorporate advance electronic information for all cargo shipments to the U.S., pertaining to commercial trucking, air freight and rail. It is a bold but necessary move to better secure our borders against the terrorist threat without delaying the flow of legitimate trade," said CBP Commissioner Robert C. Bonner.

U.S. Customs and Border Protection received significant input from the trade community and the Canada Customs and Revenue Agency (CCRA). CBP carefully considered and in many cases adopted the trades' recommendations. CBP will work closely with the trade community to phase in these rules over the coming months.

The following are the timelines for all modes of transportation:

**Inbound:**

- Air & Courier - 4 hours prior to arrival in U.S., or "wheels up" from certain nearby areas
- Rail - 2 hours prior to arrival at a U.S. port of entry
- Vessel - 24 hours prior to lading at foreign port
- Truck - Free And Secure Trade (FAST): 30 minutes prior to arrival in U.S.; non-FAST: 1 hour prior to arrival in the U.S.

**Outbound:**

- Air & Courier - 2 hours prior to scheduled departure from the U.S. Rail - 2 hours prior to the arrival of the train at the border
- Vessel - 24 hours prior to departure from U.S. port where cargo is laden
- Truck - 1 hour prior to the arrival of the truck at the border

***\*Non-government sources do not constitute endorsement. If you have any comments or questions, please contact us at 314-425-3302, fax 314-425-3381, or [jennifer.gasparich@mail.doc.gov](mailto:jennifer.gasparich@mail.doc.gov)***



***Warmest Wishes of the  
Season***